

TRADEWINDS

California Department of Food and Agriculture
Agricultural Export Program

EXPORT OPPORTUNITIES

The Agricultural Export Program (AEP) has received trade leads for the following California products. For details, please contact AEP at aepinfo@cdfa.ca.gov.

- Czech Republic: peanuts
- Korea: lettuce; dried sea cucumber
- Russian Federation: almonds; spices; dog and cat food

July 1 Deadline for Branded Program Applications

The pre-qualification form and on-line application for the 2005/2006 Western United States Agricultural Trade Association (WUSATA) Branded Program are now available at www.wusata.org.

The Branded Program supports the promotion of brand name food and agricultural products in foreign markets by providing participants with 50% cost reimbursement for eligible marketing and promotional activities.

Activities could include in-store demonstrations, mainstream advertising, international trade shows, certain domestic tradeshow, and required label changes and production.

California agricultural companies wishing to participate in this program should complete the pre-qualification form on the WUSATA website. Once accepted, on-line applications and hard-copies with backup are due by July 1.

RECENT FAS / USDA REPORTS

The following reports of interest were released during the month of May. The reports are available at www.fas.usda.gov.

Malaysia: Retail Food Sector

Canada: Exporter Guide

Romania: Retail Food Sector

Kenya: Exporter Guide

UPCOMING EVENTS / ACTIVITIES

Promotional Opportunities

California agricultural companies have the opportunity to participate in a variety of Western United States Agricultural Trade Association (WUSATA) activities:

- **August 1-2: Guatemala and Costa Rica**
Inbound mission for fresh and processed products. Deadline June 15. For further details and registration, please visit www.calagexports.com.
- **August 15-September 15: Guatemala and Costa Rica**
In-store promotions. Deadline June 15. For details and registration, please visit www.calagexports.com.
- **August 22-26: Colombia, Ecuador, and Peru**
Food ingredients trade mission. Deadline June 24. Please visit www.wusata.org for details and registration.
- **September 11-16: Guatemala and Costa Rica**
Outbound trade mission to meet retail buyers and importers. Deadline June 15. For details and registration, please visit www.calagexports.com.
- **October 8-12, 2005: Germany**
ANUGA trade show. Deadline June 30. Please visit www.wusata.org for details and registration.

CDFA / AEP International Visitors Program

June 16, 2005, Sacramento

A delegation composed of government officials, a biotechnologist, a consumer advocate, and a journalist, representing ten European countries.

June 20, 2005, Sacramento

Moldovan members of parliament.

Please contact AEP for further information.

Organic Export Seminar and Consulting Services

The Certified Organic Products Export Strategy (COPEs), a program of the California Certified Organic Farmers (CCOF) and one of the Agricultural Export Program's strategic partners, is offering a seminar on June 24, 2005 in Davis titled "Exporting Organic: Successful Access to Foreign Markets;" online registration is available at the address below. In addition, COPEs is also offering free export consulting to California organic companies.

For a description of services offered and seminar details, please visit www.copes-ca.org.



NEWS

Japan Increases Testing of U.S. Lettuce Imports

After a single violation, U.S. lettuce exports going into Japan will now face increased testing for pesticide residues. Only a small percentage of imports are normally tested but Japanese Food Sanitation Law stipulates that after a violation occurs, testing must increase to 50%.

According to the same law, if a second violation is found within the next year, all U.S. lettuce imports into Japan will face "testing by order," which requires all product to be tested and held until results show there is no violation.

U.S. lettuce exporters are advised to be very careful that their shipments do not violate pesticide residue standards in order to avoid increased monitoring levels.

The May 16, 2005 violation occurred on lettuce going into Tokyo. A residue of 3.1 ppm of Permethrin was found; the legal limit is 3.0 ppm.

California's exports of lettuce to Japan were valued at approximately \$6 million in 2003.

Source: USDA/FAS GAIN Report JA5028; CDFA

Lebanon Resumes Imports of U.S. Beef

The U.S. Department of Agriculture announced on June 2, 2005 that Lebanon has reopened its market to U.S. beef and beef products from animals younger than 30 months.

Lebanon is the third country in the Middle East to again permit the import of U.S. beef; Egypt reopened its market in March, and Oman in May.

Source: USDA News Release

"myfood" Website Launched in Japan

A web portal designed to showcase the quality, culture, and safety of American food was launched in Japan in May 2005. The portal is the public face of the Food Information Center, which is a Global-Based Initiative (GBI) program managed by the California Agricultural Export Council. The website is at www.myfood.jp.

Source: USDA/FAS GAIN Report JA5027

California Department of Food and Agriculture

Secretary, A. G. Kawamura

Undersecretary, A. J. Yates

Agricultural Export Program

Patricia "Kelsey" Olson, Joshua Eddy, Sarah Logue, Derric Atlee, Steven Lower, and Yukiko Shinohara